

**CASTLE ROCK DOWNTOWN ALLIANCE**  
**Alliance Board of Director's Meeting**

**MINUTES of March 5, 2015**

The Board of Directors of the Castle Rock Downtown Merchant's Association, Downtown Alliance and Downtown Development Authority met in regular session at 3:00 pm on Thursday, March 5, 2015 at the first floor conference room in the Town Hall Building, located at 100 North Wilcox, Castle Rock, CO 80104.

**PRESENT**

**DDA Members Present:** Greg Boman, Jason Bower, Mike Trede, Dennis Dickey, Stu Butler, Renee Valentine, KC Neel

**DMA Members Present:** Jason Gray, John Manka, Nicole Sanders, Kathy Church, Michaela Bacon

**DDA Members Absent:** No members absent

**DMA Members Absent:** Joel Gittleman, Steve Spencer

**STAFF**

Kevin Tilson, Alliance Director; Angie Vencill, Project Manager

**ALLIANCE PARTNERS:** John Woodrick, Castle Rock Chamber of Commerce; Bill Detweiler, Town of Castle Rock

**PUBLIC ATTENDEES:** No public attendees

**CALL TO ORDER**

Jason Gray called the Downtown Merchant's Association meeting to order at 3:30pm.

**DMA ACTION ITEMS AND UPDATES**

**Review of Insurance Policy Bids:** Staff sent an RFP to 6 separate insurance providers. Two of the six contacted provided bids. Staff recommended that the DMA contract with Secura Insurance Companies for the 2015 Event Season based upon coverage and premium. John Manka motioned to direct staff to secure insurance for the 2015 Summer Event Season through DC Insurers; seconded by Kathy Church. The motion carried unanimously.

**2015 Budget Numbers:** Staff presented the preliminary budget numbers and assumptions for the DMA for the 2015 Summer Event Series. Nicole Sanders motioned to approve the 2015 DMA preliminary budget numbers as presented; seconded by Michaela Bacon. The motion carried unanimously.

**Rental Agreement Review & Approval:** Staff presented the proposed Rental Agreement for the DMA tables and chairs for the Board's review and approval. John Manka motioned to approve the proposed Rental Agreement as presented; seconded by Renee Valentine. The motion carried unanimously.

**2015 Sponsorships:** Staff has begun actively pursuing sponsors and vendors for the 2015 Summer Event Series. All Title, Presenting and Associate sponsors have been contacted from the 2014 Event Season. Staff is meeting with a handful of those sponsors over the coming weeks. Currently, the title sponsorship for the Car Show and Oktoberfest have been sold to Medved.

**2015 Beer Contract:** The 2015 Beer Vendor contract has been finalized with Lone Tree Brewing Company. LTBC will be the exclusive provider for each of the 2015 Summer Events and the primary beer provider for Oktoberfest. This relationship represents a nearly \$700 savings to the DMA as well as 20 kegs donated toward the 40 kegs for Oktoberfest.

#### **AJOURN**

There being no further DMA business, the meeting was adjourned at 4:00 pm.

#### **CALL TO ORDER**

Greg Boman and Jason Gray called the Downtown Alliance meeting to order at 4:15 pm.

#### **APPROVAL OF MINUTES**

**Minutes Approval:** Dennis Dickey moved to approve the minutes of February 5, 2015; seconded by Mike Trede. The minutes were approved unanimously by the DDA. John Manka moved to approve the minutes of February 5, 2015; seconded by Nicole Sanders. The minutes were approved unanimously by the DMA.

#### **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

#### **ALLIANCE ACTION ITEMS AND UPDATES**

**Festival Park Update:** Rob Hanna joined the meeting and updated the Alliance Board on the selection of Design Workshop for the design work on Festival Park.

**Social Media Policy:** Downtown Castle Rock's facebook page has been updated to include the following language: "*We will remove profane, discriminatory, abusive, potentially malicious or personal attack items. We disclaim liability of external content.*" The Town's Social Media Policy was included in the

February DDA packet so that the board could review and take any action that is desired on adopting a similar policy. Stu Butler motioned to approve the Social Media policy as presented; seconded by Renee Valentine. The motion carried unanimously by the DDA. John Manka motioned to approve the Social Media policy as presented; seconded by Michaela Bacon. The motion carried unanimously by the DMA.

**Rink Closure Update:** Despite the cold temperatures and snow, the rink tear down was completed prior to the deadline stipulated in the lease agreement of March 1.

**Alliance Staffing:** Given the departure of current staff, it is believed by the EDC and Alliance that it is a good time to re-evaluate the most efficient use of resources and investment for the long term health and impact of all three organizations. Staff acknowledges that this re-organization will have a fiscal impact on the Alliance and EDC but believes that this level of investment will improve the efficiency, level of service and overall effectiveness of all three organizations. Frank Gray updated the board that the EDC and Alliance plan to create two positions out of the single position that is being vacated by Stephanie Case, a project manager role and a front desk/office manager role, and plan to move forward and hire someone to fill the vacancy.

#### **ADJOURN**

There being no further Alliance business the meeting was adjourned at 5:15 pm.

#### **CALL TO ORDER**

Greg Boman called the Downtown Development Authority meeting to order at 5:20 pm.

#### **UNSCHEDULED PUBLIC COMMENT**

There was no unscheduled public comment.

#### **DDA ITEMS AND UPDATES**

**Flower Box and Patio Update:** Orders for small and medium flower boxes for the 2015 season have been collected. Dutch Heritage Gardens picked up the flower boxes from storage at the Town on Monday afternoon. The boxes will be seeded for flowers and delivered when in full bloom in late May/early June. Staff is working with the Town on completing the necessary paperwork for the patios for the 2015 season. Currently, it is anticipated that the patios will go up on or about May 1, 2015 and scheduled to be taken out on or before January 2, 2016. The tear out will be dependent upon the weather. Staff is working on options for the planting of flower boxes for the patios.

**Downtown Increment:** A letter expressing the DDA's recommendation for the use of the \$1,214,913 of accumulated Sales Tax Increment was submitted to the Town, and Town Council is slated to take action on this proposal on April 7, 2015. Two pieces of the proposal included funding DDA projects with debt as directed by statute. The DDA and Town expect to execute an IGA that outlines our agreement on the use of Sales and Property Tax Increment. In anticipation of the IGA, and in preparation for Town Council to take action on the two debt instruments.

Stu Butler motioned to approve Resolution 2015-02; seconded by Renee Valentine. The motion carried unanimously. Dennis Dickey motioned to approve Resolution 2015-03; seconded by Renee Valentine. The motion carried unanimously.

**Redevelopment Challenges Discussion:** Staff discussed why DDA's exist and the redevelopment challenges that the DDA's were created to help overcome. As staff has discussed redevelopment projects with several confidential prospects, with developers, lenders, and other DDA several reoccurring concepts have been brought up. Staff reviewed topics such as: market rent vs. cost to construct, redevelopment vs. development on shovel ready sites, and tax increment financing.

**EXECUTIVE SESSION:** Stu Butler moved that the Castle Rock Downtown Development Authority hold an executive session to determine positions relative to matters that may be subject to negotiations, develop a strategy for negotiations, and/or instruct negotiations pursuant to CRS 24-6-402(4)(b); Dennis Dickey seconded the motion. The Secretary polled the Board on the motion. Those in favor included Mike Trede, Renee Valentine, Dennis Dickey, KC Neel, Jason Bower, Stu Butler; none were opposed. Greg Boman announced that the Downtown Development Authority was in Executive Session.

**ADJOURN**

There being no further DDA business the meeting was adjourned at 6:25pm.

The Castle Rock Downtown Alliance approved these minutes on

04-02-15  
Date

Angela Vencill  
Angela Vencill, Secretary